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**Targeted Youth Support Service
communications toolkit for
schools**

November 2024

Targeted Youth Support Service toolkit

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This Youth Work Week, we're committed to delivering positive futures for young people and would appreciate your help in promoting our Targeted Youth Support Service (TYSS).

TYSS works with young people in Oxfordshire at times of difficulty to help them develop healthy relationships, build life skills and reach their potential.

If you know a young person who is feeling isolated, or struggling with emotions and friendships, TYSS can:

- help stop things from getting worse for them.
- support them to build life skills.
- help them develop healthy relationships.
- help them make decision that are right for them.

Communications toolkit

This toolkit is here to help share information about the Oxfordshire TYSS. We would appreciate your support with promoting this valuable service.

Overall aims:

- To raise awareness of the service
- To raise awareness to young people that they can self-refer
- To raise awareness to parents and supporting adults that they can refer a young person, with their consent

Suggested comms channels:

- Poster
- Social media platforms (e.g. Facebook, X, LinkedIn, Instagram)
- Newsletter
- Website
- Video for school screens

Resources available:

- Messages for social media
- Social media graphics – available in square and rectangle formats
- Copy for your newsletter or website

1. Poster

Poster for young people:



If you would like to display a poster, you can download one from our [communications portal](#) or email tyss@oxfordshire.gov.uk.

2. Social media posts

Posts for you to share on your social media channels.

Pages to tag:

- Facebook: @oxmeinfo
- Twitter: @oxmeinfo
- Instagram: @oxmeinfo

For parents and supporting adults:

Below is some suggested text aimed at parents/ supporting adults.

Facebook post

Do you know a young person who is feeling isolated, or is struggling with emotions and friendships? The Oxfordshire Targeted Youth Support Service can help.

Working with a young person, they can support them to build life skills, develop healthy relationships, and help them to make decisions that are right for them.

Find out more about the service, including how young people can refer themselves: <https://oxme.info/tyss>

Instagram

Do you know a young person who is struggling with their situation or mental wellbeing? The Oxfordshire Targeted Youth Support Service can help.

Working with a young person they can support them to build life skills, develop healthy relationships and to make decisions that are right for them.

Find out how we could support - search 'Targeted Youth Support Service' on oxme.info

Twitter post

The Oxfordshire Targeted Youth Support Service offers support to help young people build life skills, develop healthy relationships, and make decisions that are right for them.

Could they support a young person you know?

Find out more at <https://oxme.info/tyss>

Posts for young people:

Below is some suggested text aimed at young people.

Instagram

We all have difficult times where we needed support to stop things getting worse.

The Oxfordshire Targeted Youth Support Service is here for you.

Working together we can support you to build life skills, help you reach your potential, develop healthy relationships, and make decisions that are right for you.

Find out how we could support you - search 'Targeted Youth Support Service' on oxme.info

3. Graphics (for socials, poster)

All graphics can be found here.

There are two main sets of graphics. One to accompany messaging aimed at parents/supporting adults. The other set of graphics should be used with messaging aimed at young people.

To accompany messaging for parents and supporting adults



To accompany messaging for young people



In the folder you will find the following sizes.

- Square 1200 x 1200 – for use on Facebook, Instagram, Twitter/ X and LinkedIn
- Landscape 1920 x 1080 – for use on digital screens
- Landscape 1600 x 900 – for use on Twitter/ X.
- Portrait 1080 x 1920 – for use on Instagram stories, Facebook reels, TikTok

4. Copy

For parents and supporting adults

Oxfordshire Targeted Youth Support Service (TYSS) is there to support young people through difficult times.

Working with a young person they can support them to build life skills, develop healthy relationships and to make decisions that are right for them.

They work with young people individually or in small groups, focusing on particular difficulties through adolescence such as wellbeing, young people on the edge of the criminal justice system, and those finding it difficult to engage with other support around them. Groups are focused, time limited and available in school and community settings.

They can also work with you to access other support services and provide signposting information.

Find out more about the service <https://oxme.info/tyss>

For young people

There are times when we all need a little support. The Oxfordshire Targeted Youth Support Service is here for you.

Working together we can support you to build life skills, develop healthy relationships, and make decisions that are right for you.

We work with young people aged 11 to 18 (up to 25 if you have an Education, Health and Care plan or have been part of Children We Care For). Your involvement with the service is voluntary, meaning you can opt out at any time if you change your mind.

Find out how we could support you <https://oxme.info/tyss>